# Summary of Findings – Alt Mobility SQL Data Analysis

## Key Insights from SQL Queries

1. Order and Sales Trends  
- Monthly Revenue: Analysis of delivered orders revealed increasing revenue in specific months, indicating seasonal or promotional peaks.  
- Order Status Patterns: A notable percentage of orders were marked as “pending” or “cancelled,” signaling potential fulfillment issues.  
  
2. Customer Segmentation  
- High Value Customers (≥ ₹500 in total order amount): These customers made repeat purchases and had higher transaction values. They represent around 15–20% of the user base.  
- Medium Value Customers (₹100–499): A large segment falls here, indicating potential to upsell.  
- Low Value Customers (< ₹100): Often placed a single small order, with low retention.  
  
3. Payment Status Analysis  
- Completed Payments: A majority of the payments were successfully completed (~85%).  
- Pending or Failed Payments: Found in about 15% of cases, often aligned with “pending” order status.  
- Payment Methods: PayPal and Card were the most commonly used, with PayPal showing slightly higher success rates.  
  
4. Order Details Report  
- Combined view of customer\_orders and payments enabled:  
 • Monitoring of transaction timelines.  
 • Easy tracking of discrepancies between order and payment statuses.

## Customer Retention Analysis (Cohort-Based)

- Cohort Analysis tracked how many customers from each month’s acquisition returned in subsequent months.  
  
Findings:  
- Initial Month Repeat Rate: Around 40–50% of customers placed a second order within the first month.  
- Drop in Retention: Sharp decline from Month 2 onwards; only 10–15% returned after 3 months.  
- Best Performing Cohorts: Customers acquired during promotional periods (e.g., festive months) had the highest retention.  
  
Visualization: A retention heatmap in Excel helped clearly illustrate customer behavior over time.

## Recommendations for Alt Mobility

1. Improve Fulfillment for Pending Orders  
- Address causes behind high “pending” order counts to improve customer satisfaction and repeat rates.  
  
2. Engage High & Medium Value Customers  
- Launch loyalty programs or special offers targeted at medium-value users to upgrade them to high-value tiers.  
  
3. Reduce Payment Failures  
- Investigate and resolve issues causing failed or pending payments, especially for non-PayPal methods.  
  
4. Retention-Focused Campaigns  
- Set automated email/SMS reminders for past customers 30–60 days post-purchase.  
- Offer incentives like discounts or early access to encourage repeat orders.  
  
5. Track Monthly Cohort Behavior Regularly  
- Maintain a cohort dashboard to detect declining retention trends early and intervene with campaigns.